BULLETIN FROM

The New York Office 404 East 55th Street, New York

Vol. III February 15, 1935 No. 4

MUST BOOKS

February 20

Ferber, Edna COME AND GET IT Doubleday, Doran

*** Wisconsin the locale, this time, in a novel that, from the story point of view, ranks with the best of Edna Ferber's work. An essentially American tale, a story of three generations, with, on one side, the tradition of wealth and position and power, on the other, the background of lumber camps, of opportunities seized, of ambition and grit. Middle age brings disillusion and it is at this point that the story opens, with a new vista opening out in an infatuation for the granddaughter of an old comrade, a lumberman who has stayed a lumberman. Then the struggle between youth and middle age - and youth wins. The rest of the story is the girl's, and - at the end - her children's. A typical leaf from America's Middle West, a picture of a sudden rise to wealth, a struggle for social position, a comet career across Europe, and the crash.... It is good reading, a better knit book than American Beauty, a less sympathetic - though none less searching - character study, than So Big. Perhaps closer to the rhythm of Cimarron in its portrayal of two egotists... Backed by a national advertising program, and with posters, imprinted cards, and a booklet, Boxing the Compass for America, as a program for plus sales on the reissues of the earlier novels. $2.50

And Good Sales Are Predictable On These Titles

A full month of first rate titles ahead. Ming Yellow by J. P. Marquand (Little, Brown) offers his best chance for a large market. The new Faulkner, Pylon (Smith & Haas) can be counted on for the Faulkner fans. Three dark horse novels which the publishers are backing, justifiably:- Abraham, Prince of Ur by W. G. Hardy (Dodd, Mead); National Velvet by Enid Bagnold (Morrow); Louis Paul's The Pumpkin Coach (Doubleday, Doran). And in non-fiction, bets might well be placed on Abbe Dimnet's My Old World (Simon & Schuster); on Francis Hackett's Francis the First (Doubleday, Doran); and on John Hays Hammond's Autobiography (Farrar & Rinehart). Note all starred titles in reports that follow.

March 4

Marquand, John P. MING YELLOW Little,Brown

** First rate entertainment, and that, after all, is possibly the most important qualification for a novel. The setting is China; the story is packed with adventure, romance and just enough glamour of the Far East to cloak it in mystery. A young journalist, a bit at odds with himself and the world in general, becomes, whether he likes it or not, a sort of self-appointed guardian to a party of Americans, a Wall Street magnate, unwilling to yield in his endless struggle for supremacy, this time as a collector of "Ming Yellow", his spoiled daughter, his secretary. Should be easy to sell and easy to rent, for all who seek a good modern tale in a colorful background. Serialized in the Saturday Evening Post. $2.00

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March 5

Coleman, Richard DON'T YOU WEEP, DON'T YOU MOAN Macmillan

* A book for the Julia Peterkin market:- the story of Lasses, come to Charleston from a little island, and of her stormy romance with Tator, against the background of negro life in Charleston. Tater's bondage to Crissy, Lasses "pleasurin' herself" where she can, dances, parties, church socials, local color convincing and at no time patronizing; negro characters never held up to laughter, but aboundingly vital. Good tale. $2.50

March 7

Hardy, W. G. ABRAHAM, PRINCE OF UR Dodd, Mead

* Do you remember the success of Giant Killer some years back? And the perennial sales of Quo Vadis and of Ben-Hur, prove that a romantic novel built on a Bibilical character or theme has a sure appeal. This - a recreating of the story of Abraham, is really thrilling reading. The period comes alive, with its pagan philosophy, its cruelty, lusts, superstitions, and yet with a strangely modern vigor and poignancy. Abraham is the dominant figure, an undercurrent of mysticism saves him from being wholly the opportunist, the ambitious, unscrupulous go-getter. From his boyhood, resenting his position as an outsider; through a turbulent, brilliant and disillusioning youth; to maturity, in which his strengths and his weaknesses are eternally at war, we follow his career, his loves and hates and passions. Not a book for the fundamentalist and conservative, but for anyone who likes a classical background and historical fiction. Promotion planned. $2.50

Ruck, Berta A STAR IN LOVE Dodd, Mead

Romance versus a career, without any distinguishing features. A dependable tale for the standard Berta Ruck market. $2.00

Mann, Heinrich THE HILL OF LIES Dutton

Wasted effort, this introduction of Thomas Mann's brother to an American public in a book that has few if any redeeming characteristics. A story of a North German peasant who fumbles her way through life and love, a sordid story, twisted awry by several psychopathic degenerates. There is, furthermore, no reality in the manner of telling, which is oblique, obscure and difficult reading. Omit. $2.50

March 8

Grant, Rachel CHICHI Crowell

Light but amusing thumbing the nose at the publishing world. Too, too beautiful Pamela finds herself committed, by contract, to writing a book - and manages to get the job done by others, only to discover herself a best seller with future committments and not an idea in her empty little head. Essentially a book for those in the trade - for booksellers who like to run down publishers, for publishers who like to maintain a holier-than-thou attitude. And, perhaps, for that public that likes to feel in on the know, even though written in satire. $2.00

March 8

Pier, Arthur Stanwood GOD'S SECRET Scribner

A challenging idea - but a pedantic treatment, so long drawn out that it loses dramatic value.... The story is placed two generations hence and opens with the announcement of the discovery of a method to insure immortal life, of the scramble to secure it, and of the desperate straits to which humanity is reduced to handle the resultant problems. Not an essential book for most shops. The author is well known in New England (teaches at St. Paul's School, Concord), and has a reputation primarily for boys' books. $2.50

NOTE

Nothing available on Thomas Wolfe's OF TIME AND THE RIVER (Scribner), scheduled for this date. But it is sure to be one of the highlight events of the Spring publishing season, so don't pass it over. Report in next issue. $3.00

March 12

Bates, H. E. THE POACHER Macmillan

There was considerable press acclaim for a collection of short stories last year, The Woman Who Had Imagination. Now comes a novel by the same author, substantiating the claim to brilliant characterization, a quiet beauty of description. The story is slight - the interest lies wholly in the development of the character of Luke Bishop, son of a poacher, trained to the tense excitement of mid-night adventures in the woods and fields, bored with the leaden passage of time conventionally spent, seizing eagerly the escape offered in surreptitiously training his beloved grandson in the ways of his own youth. For your customers who like the quiet background of English country, and exceptionally sure technique. $2.50

March 13

Lloyd, Beatrix D. THE HOUSE IN ST. CLOUD McBride

Good rental library drip, for the inveterate romance fan. The story of a famous sculptor who finds many obstacles in his path in his romantic passion for a married woman. The story gravitates about the remodelling of the house in St. Cloud. French and American background. A cut above the average. $2.00

March 14

Perutz, Leo THE VIRGIN'S BRAND Dutton

A translation from the German, and a book that most shops can pass up. The story of a young doctor, injured in an automobile accident, and for six weeks living in the subconscious so realistically that when he comes back to consciousness, he confuses the factual with the events of his dream. Only fair. $2.50

March 15 ✓

Dobie, Charles Caldwell LESS THAN KIN Appleton-Century

* A reprint - but the original publication on John Day's list - had so small a sale that this deserves to be handled as a new book. All the ingredients for popularity, except the conventional "They all lived happily ever after". A story set in San Francisco and an estate bordering a lake fifty miles or so away, and dealing

with the mystery of the identity of a lovely child, with the famous Sinclair amber eyes, and with an uncanny self-possession, in spite of her unusual upbringing in the care of a mulatto woman of shady reputation. There is romance and human passions; there is glamour and poetry; there's a good story, well told. $2.50

March ~~15~~ 29

Rattray, R. T. THE LEOPARD PRIESTESS Appleton-Century

Two books of the past year more or less set the key for this, and you are fairly safe in predicating your probable sales on the success of those books:- Black God by D. Manners-Sutton (Longmans, Green) and Batouala by Rene Maran (Boni & Liveright). A story of Africa, the pervading power of superstitions and tribal taboos, and of two young people who loved outside the prescribed lines. One feels an authenticity, not only of fact but psychology. But it is a book for a rather discriminating public, not for the hoi polloi. $2.00

March 20

Smith, Homer W. THE END OF ILLUSION Harper

An adventure in search of freedom. Kerlow, ex-master of a boys' school, wins a chance to roam the world, and we meet him on a Malay beach, about to start an overland journey through the jungles. Then he becomes involved with a group of people and a situation that is unpleasantly mysterious and suspicious and appoints himself a committee-of-one to solve it. The interest lies, however, not in the mystery, but rather in the midnight adventures in the jungle, the excursions into pigmy land, the storms. A fairish yarn, loosely hung together, but moderately well written. For those who like adventure on the mystery border line. But not an important book for the average shop. $2.50

March 21

Druce, Clifford J. NO THROUGH ROAD Holt

Mediocrity plus. And much ado about nothing. A group of ill assorted people are held up over night at an English manor house, and almost fall victims to the eeriness of the place, the eccentricities of an unwilling hostess, the mysteries and terrors of night. And nothing really happens. Skip it. $2.00

March 22

Linfield, Mary Barrow JAPONICA GROVE Doubleday, Doran

The post-war South Louisiana plantations - French chivalry, love hemmed in by rigid conventions, colored loyalty - and the reverse - revenge, jealousy, scandal - all this in a story of romance between a Northerner and a French girl. Uneven, but it has its points. For rental libraries primarily. $2.50

Marshall, Marguerite Mooers SALT OF THE EARTH Doubleday, Doran

A dull tale, carelessly written. The story of the daughter of a New Hampshire storekeeper, who grows up in the town, falls for the typical High School hero, forms a friendship with a summer visitor, a doctor from the city, sees life through visiting her college roommate, but returns to home and duty and to an ultimate romance with her doctor pal. $2.00

March 22

Mundy, Talbot FULL MOON Appleton-Century

Back in his old vein - Rider Haggard, 1935 edition. The story of a girl who alternately helps and hinders the search for her father, a brigadier general in Indian service. There is intrigue ad nauseam, plots and counterplots, adventure and romance - and a background of India and Oriental mysteries. A far cry from his Tros of Samothrace and more in line with his earlier work. $2.00

March 25

Faulkner, William PYLON Smith & Haas

May one be permitted to be honest and say one dislikes Faulkner, but - rather resentfully - acknowledges his pitiless power? And accept at the same time the fact that the Faulkner market is an important one, and a predictable one. This wont disappoint the fans. The setting is a new one for his full length novel - and the theme a strange one. A reporter, himself a pathological case, becomes involved with the amoral adventures of a strange trio who make their way by entering an inadequate and antiquated plane in so-called barn storming - flying circuses. The woman is married to the pilot - he won her on a throw of the dice - but shares her charms with his partner, the parachute jumper. And the mechanic and child tag along. Liquor - hunger - poverty - rather bloodless passions - and the background a southern city in the throes of Mardi Gras. It is not a tale for light reading. $2.50

~~March 27~~ Apr. 28

Bagnold, Enid NATIONAL VELVET Morrow

** Extremely good entertainment and a story that has the sort of appeal that insures big sales. As a serious piece of writing, it can be shot full of holes, but that's after the fun of reading it is past, so what matter? — First and foremost, it's a good horse and child story, irresistible combination. An adolescent girl with a genius for horses, acquires in one day a string of thorough-breds, left her by an eccentric who kills himself, and a piebald barbari n, won on a lottery ticket. The child, youngest daughter of a woman who once won fame by swimming the Channel, has faith in The Piebald, and determines that he shall make history. And that is the story, culminating in the winning of the Grand National. Add to the sure fire story elements, an excellent bit of adolescent psychology and a delightful picture of a small brother, and you can forgive a lot. The publisher has tremendous faith in the sales possibilities and is backing it with national advertising. $2.50

Von le Fort, Gertrud THE POPE FROM THE GHETTO Sheed & Ward

An unusual theme for historical fiction, the story of the conversion of the Jew Pierleoni to Catholicism, and of the tragedy this brought to his people; of the election of his son to be anti-pope at the time of the schism in the turbulent period of the twelfth century. Authentic material forms the basis, but the author has avoided the pitfalls of the historian, and has succeeded in producing a novel which has its own dramatic justification. Should have a wider sale than simply to Catholic readers, as it is a stirring period, little known. $2.50

March 29 ✓

Hudson, Jay William MORNING IN GASCONY Appleton-Century

The sheer delight in the feel of the French scene would make this a popular story to anyone who knows and loves France. In addition, it is a good tale of an American who tried to lose his past, to forget the heartbreak of his disillusionment, and - to that end - bought a farm in Gascony and, bit by bit, remade himself into one of the people. There is romance, too, in his growing realization that he loves the peasant girl who is his neighbor. A quiet story, charmingly told, and memorable primarily for its nostalgic recapturing of Gascony, and the characteristics of the peasant and village types.

April 1

Paul, Louis THE PUMPKIN COACH Doubleday,Doran

* A modern fairy tale, of a young Samoan who comes to this big bad country of ours to seek his fortune. One cannot help but feel an affectionate interest in his endless falling in and out of trouble, in his naive faith in the goodness of mankind. It is a story of youth and ideals and vision and inexperience against the buffetings of a realistic world filled with color taboos, with cruelty and kindliness rubbing elbows, with generosity and selfishness. The scene shifts across the country, from the Golden Gate to New York. Literary Guild selection. $2.50

Spencer, Claire THE ISLAND 4-15-35 Smith & Haas

A novel in the tradition of Gallows' Orchard, which emerges with a certain stark beauty in spite of an incredible number of tragedies and violent deaths. A morbid tale, of two youths, twins, a world apart in temperament and attitude toward life, and of their molding of their lives and the lives of those about them. The Scottish island which is their home, seems to weave a spell, now of the sea, now of the land over the people. Not a book to be sold indiscrimately. $2.50

April 4

Gibbs, Lewis EARTHQUAKE IN THE TRIANGLE Holt

The General Strike in England is the agent that successfully destroys a middle aged doctor's autumn romance with a girl half his age. Excellent running history of the characters around the village triangle, likable people, gentle tragedy. A book for discriminating readers. $2.00

April 5

Snow, C. P. THE SEARCH Bobbs-Merrill

A scientific novel - by which I mean, a novel so closely interweaving science and plot that one feels, at the close, that it is rather an adventure of the mind than a conventional story. The theme is the conflict between the adventure of research and the adventure of living, and the story is of a young scientist who sacrificed his early life to his passion for science, only to find it a hard mistress and one that failed to satisfy him, wholly. The final touch is his gesture of reconciliation between science and humanity. A book that should be called to the attention of men interested in science, and that they will thank you for recommending. $2.50

April 5

Comstock, Harriet T. THE MARK OF CAIN Doubleday, Doran

Harriet Comstock has an established following among circulating library members. This is a bit below her best, but you know your market. Romance, against the obstacle of a man's disbelief in his wife's integrity, has hard sledding, but eventually wins the fight - and is justified. A woman's book. $2.00

Gibbon, Lewis Grassic GREY GRANITE Doubleday,Doran

* The third volume of Chris' development (begun with Sunset Song, continued with Cloud Howe) - and the best of the three. Robert dead, she follows Ewan to town and through her experiences, we get a picture of a Scottish city of today, with its strikes, its slums, its sordid undertones. Characters that live and breathe and suffer, on their own terms; and a gorgeous, vulgar, real old woman in Chris' partner in the boarding house. The books are worth a wider market than they have so far achieved. Each is a self-contained unit, and stands on its own feet. But the sale of one should make a plus sale of the others. $2.50

Oliver, Jane EVENING OF A MARTINET Doubleday,Doran

** A first rate story of the sort of woman you would like to know. An echo of what proved a bitter tragedy in Edith Wharton's Old Maid is here breathed into new life and a semblance of completeness instead of frustration. The story of Olivia, who retired in 1932 as successful headmistress of a girls' school, and who looked back on a life lived to the full, and who succeeds in passing on to the younger generation the lesson she has learned. A book that might escape notice, as the author is relatively unknown. Have it read by some member of your staff, as you will find numerous customers who will enjoy it. $2.00

April 8

Mann, Thomas YOUNG JOSEPH Knopf

If this be sacrilege make the most of it. But here an idol crashes, for me. I have considered Thomas Mann one of the outstanding figures in all modern literature. I felt that Joseph and His Brothers, while it seemed wrongly named and slow in getting under way, was a powerful and brilliant book, and I looked forward eagerly to the second of the panel, Young Joseph. I am frankly disappointed, bitterly so. Instead of gathering impetus, building on the vivid recreation of the period and life and setting, molding the character and unfolding the drama, the author allows himself to get into the scene at every turn, to interpret, audibly, to weigh the evidence, to compare the versions of the legend, until the story itself disintegrates. It makes laborious reading, it loses fire and color and impetus. Perhaps I am wrong. Better have a look at it, as it is a book you will have to stock, in small quantities, to meet the requests for anything Mann does. —The story is the episode of the quarrel between Joseph and his brothers, through his being sold into slavery. $2.50

April 12

Farnol, Jeffery JOHN O' THE GREEN Little, Brown

Pretty poor Farnol. Of course, one can always count on a liberal supply of the attributes of cloak and sword romance, but this seems to bury the story in

a maze of dialogue, couched in Chaucerian prose. The central figure is a Robin Hood type of outlaw, and at the story's opening, he is given the chance by his liege lord, to win freedom for himself and his men, by undertaking a mission to a recalcitrant woman who reigns over a neighboring duchy. Just how he loses his heart and betrays his trust, how his men come to his aid, and his honor demands that, after rescuing his lady in distress, he give himself up to his master - makes a novel which is laborious reading, with small spark of freshness. $2.50

April 12

Fox, P. H. SAILOR TOWN Little, Brown

* Essentially a man's story, this of Sweeney who has high hopes to go a long way on the straight and narrow path, but whose shore leave in a South American town where his ship is unloading and loading, is the ruin of those hopes. The story of a gigantic bender, of his nemesis in the form of silent Marie, of his marriage and the subsequent fiasco, all prove to him the impossibility of his achieving the goal he had set. Semi-tragic drunken escapades, a tour of the waterfront in all its sordidness, told with a warm human touch. A rowdy, bawdy tale, with gusto and humor. There'll be many who wont like it - and many who will. Hard-boiled and not for the conservatives. $2.00

Steen, Marguerite ONE-EYED MOON Little, Brown

Again the Spanish scene, which Miss Steen so admirably portrayed in Matador, and again she proves her uncanny ability to get into the very hearts and souls of the village and country people of that enigmatic country. This is the story of a country lad, a goatherd, who won a town maiden as a bride, of how their marriage was wrecked on the rock of the wife's suspicions of her husband's infidelity and her jealousy - long unexplained - of her own daughter, and of the husband's eagerness to prove his superiority to her city claims, and his utter inability to make a success of anything but charm. There is less "story" than in most of her earlier books - but less, too, of the elements that prejudiced the conservatives against her. Not a book for a very wide market. $2.50

~~Mid~~ April 19

Gibbs, George THE YELLOW DIAMOND Appleton-Century

As adventure goes, this can depart in silence. Two ex-convicts plot to regain a stolen diamond field - are uncertain of the aid of a girl - do battle and regain their prize. A dullish tale. $2.00

Hill, Robert W. SHADOW OF SWORDS 4-19 Appleton-Century

A novel of modern England, of industrial unrest and social problems, personified in the person of an idealist, who, with his daughter, lives in an industrial center, and plans a hunger-marchers' campaign. The daughter falls in love with the son of the mill owner. The resultant conflicts are inevitable. Though a fairly obvious plot, the social implications and the handling of the theme make it better than average. $2.00

Mid April

Jordan, Elizabeth DADDY AND I 4-5-35 Appleton-Century

Reminiscent of Bab, Sub Deb with some of the philosophy of Men Are Like Street Cars, though much less startling. Fifteen year old June tells the story of her search for a second wife for her widowed father. Occasionally out of character, but on the whole quietly amusing, with a bit of sentiment, and a likable picture of June and her New England town. A good choice for the conservatives.$2.00

Morrison, T. J. THE CAIRN 4-19-35 Appleton-Century

Good melodrama and interesting reading. A story of the Scottish Highlands, with many of the familiar props, but a well-sustained plot and well developed climaxes. The story deals with a sombre, unrelenting man, heir to an estate which he determines to restore to its original form, and to keep alive his name and traditions, by fair means and foul. (Not a dialect novel). $2.00

These Books Received Too Late For Inclusion In An Earlier Issue

February 21

Yorke, Dane AS MUCH AS TWICE Minton, Balch

A mediocre book, with little to recommend it. Only the credulous among readers of light fiction will like it, for the glamour of riches, and the suspense of the story. The tale of a group of people who make up a small town in Maine, and chiefly the story of three Fields who share the same house, - Old Dan, who has money, no scruples and a thirst for power; Ben, fussy, fat, frightened and pompous; and Madge, who is shallow, beautiful, and married to Ben for his money. There's an undercurrent of current problems and their effect on the town, and a cynical conclusion that the underdog is humbly grateful to the rich man who defrauds him. The logic runs amuck all round. Pass it up. $2.00

February 25

Cohen, Octavus Roy BLACK TO NATURE Appleton-Century

Mr. Cohen's inimitable gallery of Birmingham's colored section, enlarged and retouched. How they "schum schemes", came to grief, achieved victories despite odds - the pattern is familiar. Old friends reappear, Florian Slappey, Lawyer Chew, the Sons and Daughters of I Will Arise. You should know your market. $2.00

RECOMMENDED MYSTERIES, WESTERNS & THRILLERS

February 20

Christie, Agatha DEATH IN THE AIR Dodd, Mead

A cross Channel plane is the scene of a murder and all the occupants are suspects. Hercule Poirot to the rescue with an ingenious unravelling of threads.$2.00

Ogburn, Dorothy THE WILL AND THE DEED Dodd, Mead

A dead man reads his own will and precipitates a succession of "accidents" that the authorities interpret otherwise. A family at odds held as material witnesses - all sorts of sinister undercurrents crop out. Well worked out. $2.00

~~February 28~~ 3/14

Keverne, Richard HE LAUGHED AT MURDER Holt

Says Nancy McClelland: "Undoubtedly the best mystery story I've read this year. It moves on oiled wheels." --An author receives a mysterious summons to come to the rescue of a man who once befriended him. He obeys - and becomes involved in a maze of intrigue, accidents, odd characters - and romance. $2.00

March 1

Sproul, Kathleen THE MYSTERY OF THE CLOSED CAR Dutton

A private detective joins a houseparty on the West Coast of Florida, as a guest, and is precipitated into a serious situation, looking outwardly like double suicide. A good tale, though not extraordinary. $2.00

March 8

McNeile, H. C. BULLDOG DRUMMOND AT BAY Doubleday, Doran

Drummond is almost hors de combat throughout a great part of this tale, but manages none the less to foil the plans of unscrupulous financiers for further carnage. A society for peace perverted by crooks, a beautiful girl, obtuse government officials - and Drummond to save the day. $2.00

March 15

Whipple, Kenneth THE FIRES AT FITCH'S FOLLY Crowell

Bill, veteran, is a chauffeur to Fitch, the millionaire, and is instrumental in investigating the mysterious fires which cloak mysterious deaths. American background, with country police on the job. $2.00

March 21

Gilbert, Anthony THE MAN IN BUTTON BOOTS Holt

The man of mystery carries chained to his body, a fabulous diamond. He disappears, after joining the carnival games in Monte Carlo. A guest turns out to be a brilliant investigator, and joins forces with the French Inspector Dupuy in solving the mystery. French and English background. $2.00

March 22

Lord, Jeremy BANNERMAN CASE Doubleday, Doran

Excellent story involving the death of an inventor, the death of one of the two people holding the secret formula, a gangster plot, a Russian agent, a beautiful actress and sone other surprise members. $2.00

Spearman, Frank GUNLOCK RANCH Doubleday, Doran

You can count on Spearman, again, to give his quota of cattle rustling, rough play and a bit of romance. This time a visiting daughter spills the father's cherished plans, and falls in love with the neighbor the father is duping. $2.00

March 22

Vestal, Stanley THE WINE ROOM MURDER Little,Brown

Wines to catch a murderer - a unique theory successfully proved when a wine connoiseur turns detective. French background, quiet but original. $2.00

Liddon, E. S. RIDDLE OF THE FLORENTINE FOLIO 3/29/35 Doubleday, Doran

A second Peggy Fairfield solution of three deaths in a southern town, the outcome of a lost will and the strange information contained in a folder. $2.00

Sprigg, C. St. John DEATH OF AN AIRMAN Doubleday, Doran

Well above average tale of a bishop on vacation who decides to take flying lessons, and who becomes involved in a mysterious situation at the flying field. The local inspector calls in Scotland Yard and an international dope ring is unearthed, which uses the planes for distributing their wares. $2.00

March 26

Crozier, John MURDER IN PUBLIC Houghton,Mifflin

English background - jewelry and dope ring implicated in three deaths. The theatrical background is a factor. Sleuth Falcon, an American Indian, employs Sherlock Holmes tradition in following down the clues. A good tale. $2.00

April 2~~0~~3 4/23

Atwater, Mary M. CRIME IN CORN WEATHER Houghton,Mifflin

A homespun flavor to the story of a murder of a disliked banker in a small town in Iowa, the effects on the inhabitants, the disappearance of the body. Simplicity, authenticity, realness - a refreshingly different type of story. $2.00

April ~~0~~ 12 -

5 titles announced for TIRED BUSINESS MAN'S LIBRARY Appleton-Century

Of these, three have been received as follows: $2.00 ea.

Forsythe, Robin MURDER AT MARSTON MANOR

Another Arthur Vereker tale, pretty thin going, but with a good end.

Hume, David THEY CALLED HIM DEATH

Tripe. A fantastically far-fetched thriller, involving a disappearance from a sanitarium, a murder, a mad succession of mishaps and rescues.

Mundy, Talbot THE MYSTERY OF KHUFU'S TOMB

Refreshingly original story of an American heiress who owns land in Egypt and goes there to discover why a pasha of Cairo is so anxious to purchase her property. An utterly unexpected explanation is finally evolved. Good tale.

April 5

Hendryx, James B. OUTLAWS OF HALFADAY CREEK Doubleday, Doran

An exceptionally good western - only it is a northwestern - the Canadian - Alaskan border. A story of frontier justice of Black John Smith and Corporal Downey of Canadian police at odds. $2.00

April 8

Acheson, Edward THE GRAMMARIAN'S FUNERAL Macrae Smith

A timid, conventional school teacher has to be precipitated into a web of circumstantial evidence which points to him as a murderer, to know his own mind, to find out that he is a man, and to decide whom he loves. More than a mystery story, it is good reading, for its psychology. $2.00

Bridges, Victor PETER IN PERIL Penn

Well written tale, the setting England, and the main theme concerned with a dope ring. Peter, nephew of the Home Secretary, makes a bet that he can earn a living without pull. He takes a job as night watchman and enters a week of adventure and intrigue. - Has the flavor of Stevenson's New Arabian Nights. $2.00

PROBLEMATICAL BOOKS - Non Fiction

March 1

Olivier, Edith MARY MAGDALEN Appleton-Century

A unique addition to the growing list of Appleton biographies. One feels that the novelist runs away with the biographer, perhaps, but it makes good reading, this recreating of the life of Mary Magdalen. Edith Olivier accepts the identification of the Magdalen with Mary of Bethany, sister of Lazarus. She also accepts the legends surrounding Mary's retirement to the seclusion of the cave in Provence. Whether or not one quarrels with her thesis, it makes good reading. Sales value in her name as author of Dwarf's Blood, etc. $1.50

Woodruff, Douglas CHARLEMAGNE Appleton-Century

Another addition to the Appleton biography list. Not particularly outstanding, though a competent and solid life of a dramatic figure. The author, somehow, fails to give him three dimensions, and one gets no sense of his setting, or the color and glamour and movement of the period. Disappointing. $1.50

Hackett, Francis FRANCIS THE FIRST Doubleday, Doran

** One of the outstanding non fiction titles of the Spring season. A better book, essentially, than his Henry the Eighth, swifter moving, more tightly woven. Grand reading. The figure of Francis grows under his hands, a master craftsman. One sees him with all his superficial brilliance, his vivid personality, his real ability, and yet the whole disintegrated by his lack of force, his instability, his sensitiveness to outside influence. Furthermore, one sees his faults - and his virtues - in the making, and their place in the panorama of Europe in turbulent, exciting years. Francis in relation to his mother and sister; Francis in relation to his women; Francis in relation to his fellow monarchs, Henry the VIIIth, Charles

the Vth, Leonardo. Great figures and small cross the stage, and one is swept into the pulsing life. Sure to be a best seller and best renter. Extensive advertising. Four color poster available. $3.~~50~~ 00

March 26

Kittredge, Henry C. SHIPMASTERS OF CAPE COD Houghton, Mifflin

From every available source the author has gleaned material on the history of Cape Cod skippers from Pre-Revolutionary days down to the passing of the "wind ships". He has borrowed in boxes of letters, in old logs, in account books, in personal journals; he has secured first hand information from the survivors and the families. And he has amassed a huge store of incident and anecdote. The result is at times more or less of a catalog, but mixed with the dry recital are plenty of thrilling stories - - of gales, shipwrecks, disasters, pirates, cholera, blockade running, rescue, mutiny and sudden death. There is heroism, pathos, humor and tragedy. One learns much of the ships and of those that sailed them, and the book should fascinate lovers of the sea, and prove a valuable reference book for students of Americana. Admirably written. $3.50

March 4

Kromer, Tom WAITING FOR NOTHING Knopf

Here's the very stuff of human tragedy, a relentless, searing book. First hand story of a down and outer. Brutal. Crude. The raw fabric of a man's experience. A book one loathes, but can't put down, and can't forget. It's the 1935 version of The Wind and the Rain. The city, with all its cruelties, the open road, shorn of make-believe, the freight cars, the sidings, the jungles, the bread lines, the park benches, the missions, the lodgings. All there in stark realistic phrases, drawn from evidently authentic sources. $2.00

March 7

Owen, Ruth Bryan LEAVES FROM A GREENLAND DIARY Dodd, Mead

* I never thought much about Greenland. But Mrs. Owen, our diplomatic representative to Denmark, has given it reality, taken it out of the geography book and put it on my map of remembered places. For she makes it human, vivid, present. She has a gift for utter simplicity, for putting her own personality into what she writes. Let us hope this is simply a panel of a larger work, this diary of her trip last summer to Greenland. The book has charm and is delightful reading. Should be easy to sell to discriminating readers. $2.00

March 12

Starkie, Walter SPANISH RAGGLE-TAGGLE Dutton

* Again our Irish professor goes a-wandering, covering the highways and byways and earning his way with his fiddle, which proves an open sesame to the simple people among whom he prefers to linger. Raggle-Taggle was a landmark, a joy to all who like to be taken to strange places in charming company. It is more than a mere travel book, however, for it is rife of the spirit of universal camaraderie of music and art. There are few books on Spain today; here is one that departs from the conventional but that is part and parcel of the inner life of Spain. There is sparkling humor, keen appreciation of beauty, and a musician's appreciation of the interpretative power of the country's songs. $3.50

~~March 13~~

Lobanov-Rostovsky, Prince A. THE GRINDING MILL 4-2-35 Macmillan
Reminiscences of War and Revolution in Russia

From the years 1913 to 1920, Prince Lobanov-Rostovsky kept notes and a journal, and this forms the basis of a detailed, almost day by day account, of the war and the revolution, as experienced by a young nobleman who was in the very heart of it. Occasional flashbacks to his boyhood; a straightforward account of the training, the life, the formality of the pre-revolutionary army service; the heart-breaking strain of the war campaigns; the complete reversal of accepted standards with the Revolution. Luck played into his hands, and he escaped, first to the forces of the White Russians, later away from Russia, but he saw enough to realize the upheaval of all he had known of life. There is no particular sparkle, no deliberate playing up of the dramatic values of his material. But it is a new facet and an intimate picture of one man's experience. (He is now assistant professor of history in the University of California). $2.50

March 14

Woods, Linda McClure YOUR NEW BABY McBride

An encyclopedia of facts for the expectant mother, and for the mother of a young baby. A book for ready reference with straightforward answers to the questions that are certain to arise. Modern in viewpoint, though not faddish. Not particularly original nor startling in theory or fact. Indexed. $2.00

March 15

Burns, C. Delisle CHALLENGE TO DEMOCRACY Norton

Here's everyman's approach to the present problem - can democracy survive? He answers the question through the agencies nearest to us, - the city, the nation, modern education. He relates the problem to the question of wealth in the making, wealth in the spending, and proves that the ultimate solution is in our own hands, not the hands of external forces, beyond our control. He sounds the death knell of the capitalistic system, and the business for profit; of defensive measures for home consumption, ostensibly. And he pleads for wider cooperation, through city, state, nation, and the family of nations. $2.50

Dimnet, Abbé Ernest MY OLD WORLD ✓ Simon & Schuster

** A rebuilding before the reader's eyes of Abbé Dimnet's boyhood and youth, of the years of gestation as it were, when he was out of the world of active things, and growing in mind and spirit, as well as body. His schooling, his home life, his background of a typical village of Provincial France, the details of the household, the school, the training for the priesthood. Honest, intensely human, delicately humorous, faintly nostalgic. The Abbé has a host of followers, through his philosophical books; this will bring him close as a human being, a friendly spirit. $2.50

March ~~16~~ 25

Stieri, Emanuele HOME CRAFTSMANSHIP Whittlesey

Materials, tools and methods of work for the home workbench. Suggestive material on equipment, on choice of woods, on veneers, gluing, stains and varnishes.

Specific directions on making of various articles, with diagrams and working drawings. Not a book for the utterly untrained boy, but a book that older boys, with a certain amount of experience, and that men who have taken up carpentry and cabinet making as a hobby, will find invaluable. $2.50

March 20

Angell, Norman PEACE AND THE PLAIN MAN Harper

Nobel Prize Peace Plan - awarded December, 1934. A presentation of the conflicting theories concerning the causes of war, and the part played in "preparedness" - and the answers, so introduced as to give the average reader a chance to make his choice. The basic theory behind his plea is international cooperation, as the answer to securing peace. If all armaments were held jointly, no defensive measure for the home territory would be necessary. His final chapter gives categorically, the average arguments presented to refute a plea for peace, and the answers. A good book to suggest to women's clubs. $2.50

Peffer, Nathaniel MUST WE FIGHT IN ASIA? 4-3-35 Harper

Perhaps it will get wide publicity, because it is a presentation of a fairly current point of view (without enough conviction back of the suggested solution to make it controversial). A direct reversal of the theory advanced by Norman Angell, by the way, for his solution, as presented in this book, is home production, home consumption, a withdrawal from the family of nations (if there is such a thing), even at a somewhat higher cost. The greater part of the book deals with the situation in the Far East, our responsibilities, and the inevitability of our becoming embroiled in the war which he feels is imminent. $2.50

Harding, M. Esther WOMAN'S MYSTERIES Longmans, Green

Dr. Harding's previous book, The Way of All Women, was intended for the average woman reader, a practical, sane, constructive examination of woman's problem in the modern world, and her relation to herself, to other women, to men. One of the best on the subject that has appeared. Now comes this. A book for a very limited, and distinctly esoteric audience - mystical, symbolic, psychological. A deep searching into the ancient myths as a part of racial inheritance responsible for many of the subconscious motives and instincts and traditions. The moon as a mythological symbol through the ages - Greek, Jewish, Oriental, Babylonian, Egyptian; the myths touching upon it and expounding its meaning; and the application today in modern variations on ancient taboos, modern rationalizations. $3.50

March ~~21~~ 28

Ford, Ford Madox PROVENCE Lippincott
From Minstrels to the Machine

Reminiscential travels - in no sense a guide book, other than a guide to mental and emotional journeyings, with Provence as a goal or background. Along with a discursive, rambling touching upon now this phase of his beloved province, now that, one gets, bit by bit, a picture of the country and people, yesterday and today. The author sets down his thoughts on "faiths, destinies, and chances, cuisines and digestion, the stage, music and the fine arts, the neglect of writers and love and honest merchandising, treason and death and strategies..." Illustrated. $3.00

March 21

O'Hara, Eliot MAKING THE BRUSH BEHAVE Minton, Balch

Making Watercolor Behave has had four printings. Now comes the companion volume, more elementary, a book that every young artist will find invaluable. He puts the beginner on the right track, basing his theories on the results of experimental work with his own students. Actual photographs of the artist at work - line drawings illustrating the procedure. $2.00

March 22

Newman, Bernard SPY Appleton-Century

* Here's another authentic spy book, belonging to the category of All's Fair, and mighty good reading. The author, an Englishman, had spent vacations in his mother's old home in Germany, and spoke French and German fluently. As an intelligence officer, he impersonated first a German prisoner, then his own cousin - and served his country well. Exciting reading - but the adventure element does not depend on the usual fiction props of spy stories. $2.50

Johnson, Hugh S. THE BLUE EAGLE FROM EGG TO EARTH 3/29 Doubleday, Doran

* This combines a personal history with a history of the N R A, up to the time of Johnson's resignation. Straight from the shoulder, honest, fearless - it throws a good deal of light on the intricacies of the machinations, and gives a sense of security in the evidence of careful planning, of sound foundations, of desirable flexibility. There are many anecdotal facets to the picture, human interest elements. The explanation of the "resignation" conference, casts no reflection on the President, but places the responsibility where it belongs. The final chapter presents his own reactions on moot questions of the moment. Sure of a press, and should be easy to sell to anyone interested in Washington activities. $3.00

Bowen, Catherine Drinker FRIENDS AND FIDDLERS Little, Brown

A delightfully personal revelation of the place music plays in the lives of an intimate group of music lovers. A capturing of the enchantment of music, of what it does to those who make it thoroughly their own. A gay, human, casual, catch-as-catch-can sort of book, which should delight a special audience. That is an audience not easy to reach. Check over those of your customers who are musicians, amateurs and professionals, call the book to their attention. Word of mouth advertising is the ultimate answer, and this should start it. The book has a contagious quality that makes one want to gather round and make the most of what talent or gift one can unearth. Not a book for quick sale, but a book for the unusual reader - and the long haul. An Atlantic Book. $2.00

March 25

Curry, W. B. EDUCATION IN A CHANGING WORLD Norton

Not a survey of types of modern education, as the title might suggest, but a challenge to modern education to meet the needs of a changing world, to educate the young for peace and not for war, for socialization and not for industrial profit grabbing. Not intended as predigested food for the uninitiate, but rather as a thoughtful and provocative book for those interested in modern problems of

education. Meets the objections and shows how - properly orientated - discipline of mind and emotions and body result from the system. Call to the attention of progressive schools and progressive parents in your district. $2.00

March 25

Douglas, Paul H. CONTROLLING DEPRESSIONS Norton

A book that upsets current theories, and that makes one see that depression need not end in recovery, any more than a forest fire need stop short of destruction. He outlines the conditions for survival of a capitalistic system:- a public works program, nationally managed currency, government-owned bank with total purchasing power, proper wages and price policies, and so on. A book for the thoughtful reader, actively interested in today's problems. $3.00

Drew, Elizabeth THE ENJOYMENT OF LITERATURE Norton

"There are all kinds of creative artists in the field of literature, but there is only one kind of critic of books who is of the least value and that is the critic who makes us want to go and read the books he criticizes". So she starts out - and so she follows through, in a thoughtful, scholarly, and delightful survey of the various fields of English Literature:- literature of gossip, essays, lyric poetry, biography, novel, epic and narrative poetry, drama, criticism. A book that college and high school libraries should have within constant reach - a book that should stimulate plus sales of the classics. $2.50

Rice, J. A. G. I WISH I'D SAID THAT ✓ Simon & Schuster

An analysis of modern wise-cracking and story telling. A discussion of the art of repartee, how it was done in the past, how it is done in the present, whether it be the velvet glove, the smart quip, a pun, or what have you. It is good reading, and crammed with amusing stories. $1.25

Fischer, Louis SOVIET JOURNEY Smith & Haas

"I want to make the reader see, hear, feel and smell Russia". - And that is what he succeeds in doing, in this honest recounting of his own journeyings through the cities and provinces of Soviet Russia. An intimate knowledge of Russia through years of residence, a wife who is a Russian and active in Soviet affairs, gives him an authentic background to draw upon. Fairly impartial in giving credit where credit is due, in showing where the Soviet regime has failed. But essentially a picture, not an economic survey. $2.50

~~March 26~~ April 2.

Rich, Edwin Gile, editor VIDOCQ Houghton, Mifflin

"It takes a thief to catch a thief", this seems to have been Vidocq's life pattern. For the early career of this famous detective was a life of crime, spent in and out of jail - and the last part of his career gave him the reputation of being the first great detective. This is his actual autobiography, source material from the years of his incredible career - 1809 to 1827. Reads like exciting picaresque fiction, and surefire for the mystery fans who like something real. A hundred different roles he played - he had learned his lesson well. $3.00

March 26

Graham, Stephen TSAR OF FREEDOM Yale Press

A biography of Alexander II of Russia, the fourth of the series which includes Ivan the Terrible, Boris Godunof, Peter the Great. Through these biographies he paints a tremendous canvas of Russia, in different periods. This is the most modern, and is a revelation of the tremendous steps away from barbarism and mediaevalism Alexander II took, in his sweeping reforms. He freed the serfs, extended education, introduced all sorts of revolutionary measures for improving the conditions under which his people lived - and died, a victim of a revolutionist's bomb. Interesting for those who want to delve deeply into the steps leading up to present conditions - more modern in note than the other three books. A picture of Russia rather than of the man, himself - though you build your own portrait through his interests and activities. Less fictionized than the average modern biography of figures of the past. One could wish for a somewhat more dramatic handling, and for a fuller picture of the intellectual renaissance in that age of Turgenieff, Dostoevsky, Tolstoy. $3.50

March 20

Der Ling, Princess SON OF HEAVEN Appleton-Century

* The author of Two Years in the Forbidden City and several other books, tells here the story of the ill-fated Chinese Emperor, Kwang Hsu, tool in the hands of the Empress Dowager, whose lady in waiting Princess Der Ling was. Three stories woven into one, - the story of the relentless empress, cruel, ambitious, brilliant; the story of Kwang Hsu, taken from his parents at the age of four to be placed on a puppet throne, handsome, attractive, diligent as he grew into a realization of his potential power, loving no one save the concubine Pearl, dying at the hand of his aunt; and the story of Kwang and Pearl. The book is fascinating reading, a human document of real depth and power, and a vivid picture of Chinese life and the Chinese character. Could be sold as romanticized biography, and should sell and rent easily. $3.00

Longstreth, T. Morris TO NOVA SCOTIA 3/15/35 Appleton-Century

A travel book - the first in the field, and a comprehensive account of a trip to Nova Scotia and Cape Breton. Starts and ends with Halifax, goes down the outer coast to Yarmouth, back through Digby, Annapolis Royal, Grand Pré, and on to Cape Breton, then back again to Halifax. Delightful account of hunting for the obscure and unusual, digging out quaint bits of authentic history, seeing odd corners that escape the average traveler. The story is told in the first person, and the cynical comments of his traveling companion add a pungent quality to the account. Nothing of the inland lakes and streams, the hunter's and fisherman's paradise. But otherwise, an ideal guide book for the tourist who dodges the obvious. Ill'd. Maps. $3.00

3/31/35

Hammond, John Hays THE AUTOBIOGRAPHY OF JOHN HAYS HAMMOND Farrar & Rinehart

* A two volume autobiography, of which material was available on only one volume. That takes the reader through an adventurous youth, beginning with a boyhood in California of the '60's, and winding up with hearing his own death sentence in a Boer courtroom. I loved the boyhood part, with accounts of his camping trip in the Yellowstone and the Mariposa Grove, his visits to mining camps, his growing interest in what proved to be his life work, mining engineering. Then followed

the account of his years at Yale, his friendships with youths whose names have been blazoned since, his apprenticeship in mining, through the mining sections of this country, South America, Mexico, Africa. There his share in the empire building and his friendship with Rhodes. The book is an ideal success story, filtered through a long life of interesting contacts, brilliant scientific achievements, interests encompassing the world. A book that is certain of a good press and wide general interest, the country over. 2 volumes, boxed - - - $5.00

March 29

Fülöp-Miller, René LEADERS, DREAMERS AND REBELS Viking

The author's Rasputin had a tremendous sale, which should stimulate interest in this historical study of the power of dreams and ideals in molding world history. Fears played a tremendous part; visions, an enobling part; wish-fulfilment, a stimulating part. And each motive, each impetus, found being in the form of leaders, fanatics, madmen, rebels. There is a certain excitement in the material, a swift, scintilating reach and grasp, virtually no lingering to build a character, to mold an idea, beyond the inception and the promise. For this reason, it is elusive, sometimes confused, never easy reading. And yet it stimulates the imagination, stirs the memory, gives new significance to the great mass movements of history. A book for serious students of historical theory, for thoughtful and discriminating readers, but not for the casual comer. Ill'd. $5.00

April 23

Winterich, John T. EARLY AMERICAN BOOKS AND PRINTING Houghton, Mifflin

A book for the Newton fans, for all who are interested in book collecting, particularly for those who are beginning and questioning what line of specialization to follow. This is definitely directed toward collecting Americana, and primarily early American books, and books referring to contemporaneous events in the early days. Large paper autographed edition, limited to the subscriptions received before March 1st, at $7.50. after that date $2.50

~~April~~ 3 5/1

Burdsall, Richard L. & Emmons, Arthur B. 3rd. MEN AGAINST THE CLOUDS Harper

It has been done a good many times and better. But - for those who like books about mountain climbing, here is another. Four American youths tackle Minya Konka, the highest peak in a range north of Everest, and scale it. This is the story of the expedition, told by two of the number, a story of an expedition taken as high adventure, with a camouflage of scientific interest in the birds and fauna and in the accurate measurement of the height. Illustrated with 32 pages of photographs. A good natured, natural sort of book, which young people will probably enjoy more than the more serious accounts. $3.00

April 4

Schauffler, Robert Haven THE MAGIC OF MUSIC Dodd,Mead

Is your community planning a music festival? If so, here's first aid. An anthology of prose and poetry, of brief excerpts and long informative essays, on musical themes. Valuable for reference purposes for school and public libraries. $2.00

April 5

du Maurier, Daphne GERALD: A PORTRAIT Doubleday, Doran

A delightful biography of Gerald du Maurier, the actor, by his daughter. It begins, naturally, with the father, George du Maurier, author of Trilby and Peter Ibbetson, and it builds the character of the son, always falling short of attainment, seeking and not finding, restless, contradictory, brilliant without the ability to see things through, and yet charming, lovable, gifted. An enthralling picture of family life, affectionate, candid; and the portrait is painted in honesty and devotion to Gerald, the man. Good reading. $3.00

These Books Received Too Late For An Earlier Issue

February 12

Pound, Arthur THE GOLDEN EARTH Macmillan

* Fascinating, particularly to those who know New York, for it is a history of New York through the history of its landed wealth. A shifting scene, changing values, a rather cynical reflection of its development. Chock full of anecdotal material, and dramatic bits. The New York shops will clean up on it. Outside, it should have a certain cosmopolitan appeal. Entertaining for all. $3.50

February 18

Outhwaite, Leonard UNROLLING THE MAP Reynal & Hitchcock

* Here's a book that will spellbind anyone to whom maps have the smallest appeal. For it is an encyclopedia of exploration, illustrated at each step of the way with a map showing the progress of world knowledge at that point, as coloring the knowledge and the theories of the time. The material is divided by geographical units, to a large extent, so it constantly cross sections historical chronology. However, once you are on to that, it is fun. $3.75

February 19

Yeats, William Butler WHEELS AND BUTTERFLIES Macmillan

This volume includes The Words Upon the Window-Pane, Fighting the Waves, The Resurrection, and The Cat and the Moon, plays based primarily on themes dealing with the supernatural. The introduction to the plays develop Yeats' theories of handling this type of material, his philosophy of life, his strange, eerie genius. The publishers are bringing out Collected Plays, twenty-two in all, and including all of those in the new volume with the exception of Fighting the Waves. This volume, $3.50. Wheels and Butterflies - - - $1.75

March 5

Corti, Count THE WIZARD OF MONTE CARLO Dutton

* Of interest to those who have memories of Monte Carlo, of Homburg, etc. and for those who like curious bits of history. For this is the story of those two gambling resorts, and particularly of the amazing personality of François Blanc and his twin brother, Louis, posthumous sons of a poor tax collector, and cursed with the gambling fever. A story of politics, intrigue, blackmail; much of human interest; great names flash across the pages. $3.00

GARDEN BOOKS

We had planned a special list of Garden Books, but Publishers' Weekly for February ninth, has done such a grand job on Garden Books, that it seemed "coals to New Castle". See pages 691 to 693 for the best Garden Books of the season; and preceeding pages for promotion ideas, pages 700 to 702 for publishers promotion plans.

There is a special contest scheduled on De La Mare Garden Books as follows:

1. To the bookseller arranging the most effective selling display of D L M GB Dodd, Mead & Co. will pay $50.00 on or before May 15, 1935.

2. To the bookseller arranging the second best display - $25.00.

3. To the FIVE booksellers whose window displays are judged next best -$5.00 each.

4. To ALL booksellers who send in a photograph (at least 7 inches on one dimension) of a D L M display, Dodd, Mead will pay $2.00, provided the window does not receive a larger prize, to offset the expense of photographing.

5. All windows must appear continuously during a business week of six or more days, between March 15th & April 30th next. Only booksellers who have purchased at least $25.00 worth of D L M books, net, between January 2nd and the date of this window display are eligible. Only D L M & Dodd, Mead garden books may be used in the display, but booksellers are urged to cooperate with florists and hardware stores and to include growing plants, cut flowers, garden tools, etc., with the book display. All photographs must be received on or before May 8th, 1935.

BOOKS FOR LENTEN READING

(Note: This list was prepared by Gene Simmonds of Remington-Putnam, Baltimore, a subscriber to the service of The New York Office, and is used with her permission.)

Abingdon		
Jones, E. Stanley	CHRIST'S ALTERNATIVE	$ 1.00
Cokesbury		
Bruner, D. H.	TOWARD THE SUNRISING	1.50
Jordan, G. Ray	FAITH THAT PROPELS	1.50
Rees, Ed. J.	CHRIST SPEAKS FROM CALVARY	1.00
Stanbury, Walter A.	VICTORIES OF THE CROSS	1.00
Dodd, Mead		
Morton, H. V.	IN THE STEPS OF THE MASTER	3.00
Dutton		
James, N. R. ed.	THE NEW TESTAMENT, Vol. I	2.00
Harper		
Bell, Bernard Iddings	PREFACE TO RELIGION	2.00
Cairns, Frank	THE PROPHET OF THE HEART	2.00
Houf, Horace Thos.	WHAT RELIGION IS AND DOES	3.00
Hutton, John A.	FINALLY	2.50
Jones, J. D.	MORNING AND EVENING	2.00
Perry, James De Wolff	THE REVEALING CHRIST	1.50
Poteat, Edwin McN.	REV. JOHN DOE, D.D.	1.50
Robertson, A. T.	WORD PICTURES IN NEW TESTAMENT - 6 vol.	2.50 ea.

Harper (cont'd.)		
Russell, A. J.	THEIR RELIGION	$2.00
Sperry, Willard L.	WHAT YOU OWE YOUR CHILD	1.50
Woods, Edw. S.	WHAT IS THIS CHRISTIANITY?	2.00
	HARPERS MONTHLY PULPIT - Presenting each Month a Famous Preacher	
Longmans, Green		
Green, Peter	THIS HOLY FELLOWSHIP	1.40
Inge, Dean	GATE OF LIFE (Bishop of London Choice)	1.00
Inge, Dean	VALE	1.00
Macmillan		
Frost, B.	THE RICHES OF CHRIST (readings)	1.75
Jacks, L. V.	MOTHER MARIANNE OF MOLOKAI	2.00
James, Fleming, etc.	THE BEGINNINGS OF OUR RELIGION	1.00
Pritchard & Brownserman	WHAT DID JESUS THINK?	2.50
Read, Ralph H.	YOUNGER CHURCHMEN LOOK AT THE CHURCH	2.00
Temple, William	NATURE, MAN AND GOD	6.00
Revell		
Harrison, Marie L.	BIBLE LIGHT ON EVERYDAY PROBLEMS	1.35
Scribner		
Bastide, Roger	THE MYSTICAL LIFE	3.00
Calhoun, Robert L.	GOD AND THE COMMON LIFE	2.50
Curry, Bruce	SPEAKING OF RELIGION	1.50
Dibelius, Dr. Martin	FROM TRADITION TO GOSPEL	2.75
Lamont, Daniel	CHRIST AND THE WORLD OF THOUGHT	3.50
Little, V. A. Spence	THE CHRISTOLOGY OF THE APOLOGISTS	2.50
Paisley, Rev. A. G.	FINE LINEN FOR PURPLE	2.00
Simpson, J. Y.	GARMENT OF THE LIVING GOD	1.75
Van Dusen, Henry P.	GOD IN THESE TIMES	1.50
Wright, Rev. T. H.	DEADLY SINS AND LIVING VIRTUES	1.50
Scott, Ernest Findley	THE NEW TESTAMENT IDEA OF REVELATION	2.00

STUDY CLASSES

Friendship Press		
Kagawa, Toyohiko	CHRIST AND JAPAN	1.00
LaMotte, Willis C.	SUZUKI LOOKS AT JAPAN	1.00
	JAPAN. HANDBOOK ON MISSION OF THE EPISCOPAL CHURCH	.50
Harper		
Axling, William	LIFE OF KAGAWA	1.00

Lippincott Year Round Window Display Contest For Booksellers - 1935

First of each month, beginning February 1st.

Entries postmarked on or before last day of each month - final closing date, December 31, 1935

Open to all book stores, rental libraries, book departments of department stores. Prizes will be awarded for photographs of best displays of a Lippincott book, or group of Lippincott books, in store windows exclusively devoted to the display of Lippincott books. Sales value of the display to be the deciding factor. A brief description should accompany the photographs.

Judges: Prizes - each month (11 months) 1st, $25.00; 2nd. $10.00; 3rd. $5.00; 4th. $5.00. Best set of entries for 10 different months, prizes to be awarded after final closing date of contest, December 31, 1935. 1st. $100.00; 2nd. $50.00; 3rd. $35.00; 4th. $20.00.

All entries and queries should be addressed to Publicity Director, J. B. Lippincott Company, Philadelphia, Pa.

Note These Changes In Publication Dates, Titles and Prices

		Page
Downing, Todd	VULTURES IN THE SKY (Doubleday, Doran) from 3/21 to 4/5	45
Ingham, T.	CLASS OF '28 changed to YOUNG GENTLEMEN, RISE (Farrar & Rinehart)	37
Strobel, M.	FELLOW MORTALS (Farrar & Rinehart) from 2/13 to 2/21	20
Banning, M. C.	THE FIRST WOMAN (Harper) from 2/20 to 3/6	21
Carr, J. D.	DEATH WATCH (Harper) from 2/6 to 4/17	45
Davis, H. L.	HONEY IN THE HORN (Harper) from 2/20 to 4/3	6
Lion, H.	THE GRASS GROWS GREEN (Houghton, Mifflin) from 2/26 to 4/2	23
Brewer, R.	THE DELIGHTFUL DIVERSION (Macmillan) definite date 3/12	31
Chamberlain, R.W.	THERE IS NO TRUCE (Macmillan) from 1/29 to 3/5	345
Colvin, I.	CARSON THE STATESMAN (Macmillan) from 3/8 to 3/19	54
Eddington, A.	NEW PATHWAYS IN SCIENCE (Macmillan) definite date 3/1	31
Papini, G.	DANTE VIVO (Macmillan) from January to 3/5	345
Phillpotts, E.	MINIONS OF THE MOON (Macmillan) definite date 3/26	40
Norton, M.	ANGLING SUCCESS (Macmillan) definite date 3/26	52
Stuart, F.	THINGS TO LIVE FOR (Macmillan) definite date 2/19	31
Wingfield-Stratford, E.	NEW MINDS FOR OLD (Macmillan) definite date 3/12	46
Alexander, I.	NINTH WEEK (Penn) from 3/22 to 3/29	43
Bennett, E.	OLD DEADWOOD DAYS (Scribner) definite date 2/20	46
Bishop, J. P.	ACT OF DARKNESS (Scribner) definite date 3/5	23
Blake, F.	RIDING THE MUSTANG TRAIL (Scribner) definite date 3/1	47
Churchill, W. S.	MARLBOROUGH (Scribner) definite date 3/15	327
Franken, R.	TWICE BORN (Scribner) definite date 2/28	18
Gayle, N.	DEATH FOLLOWS A FORMULA (Scribner) definite date 3/8	9
O'Crohan, T.	THE ISLANDMAN (Scribner) definite date 3/1	32
Stoddard, L.	CLASHING TIDES OF COLOR (Scribner) definite date 3/8	32
Train, A.	JACOB'S LADDER (Scribner) definite date 3/1	23
Van Loon, H. W.	SHIPS (Simon & Schuster) from 2/15 to 2/21	337

THE NEW YORK OFFICE CALENDAR FOR MARCH 1 to MARCH 15

March 1 -	Blake, Forrester - RIDING THE MUSTANG TRAIL (Scribner)	47
-	Hackett, Francis - FRANCIS THE FIRST - (Doubleday, Doran)	70
March 4 -	Codman, Theodora L. - WAS IT A HOLIDAY? (Little, Brown)	52
-	Fletcher, J. S. - THE ELEVENTH HOUR (Knopf)	45
-	Lyons, Eugene - MOSCOW CARROUSEL (Knopf)	53
-	Marquand, John P. - MING YELLOW (Little, Brown)	59
March 6 -	Hurst, Fannie - NO FOOD WITH MY MEALS (Harper)	53
-	Streatfeild, Noel - SHEPHERDESS OF SHEEP (Reynal & Hitchcock)	24
March 7 -	Blodgett, Ruth - EASTER HOLIDAY (Harcourt, Brace)	6
-	Somerville, C. - THE MASTER ROGUE (Lippincott)	54
March 12-	Brewer, Reginald - THE DELIGHTFUL DIVERSION (Macmillan)	31
-	Douglas, Lloyd C. - GREEN LIGHT (Houghton, Mifflin)	35
March 15-	Clayton, John - DEW IN APRIL (Kendall & Sharp)	40
-	Graves, Robert - CLAUDIUS THE GOD (Smith & Haas)	35

ALSO - Ferber, E. -COME AND GET IT-2/20(P59)Christie, A. -DEATH IN THE AIR -2/28 (P.67)